



2018 PENNSYLVANIA FISHING SUMMARY

Summary of Fishing Regulations and Laws



Engle Printing & Publishing Co., Inc. is pleased to partner with the PA Fish and Boat Commission to publish the 2018 Pennsylvania Fishing Summary, a summary of fishing regulations and laws.

One million copies of the Summary, noting Pennsylvania's fishing locations and regulations, will be printed and distributed to outdoors and fishing enthusiasts when they purchase their fishing license and will be available by request at **more than 900 locations** where licenses are available and online at fishinpa.com.

Please see the reverse side for information about display and regional advertising and deadlines. Web ads on fishinpa.com are available to businesses placing a display advertisement.

Advertising copy is subject to PA Fish and Boat Commission approval. No tobacco, alcoholic beverage product or political advertising accepted. **Life preservers or flotation devices must be worn by any individual(s) shown in an ad on a boat or water vessel of any kind.**

CONTACT: John Barilla
800-800-1833 ext. 2536
717-492-2536
email jbarilla@engleonline.com



SAVE 10%
 Get the early bird discount
 when you place your ad
 by May 31, 2017!



2018 PENNSYLVANIA FISHING SUMMARY

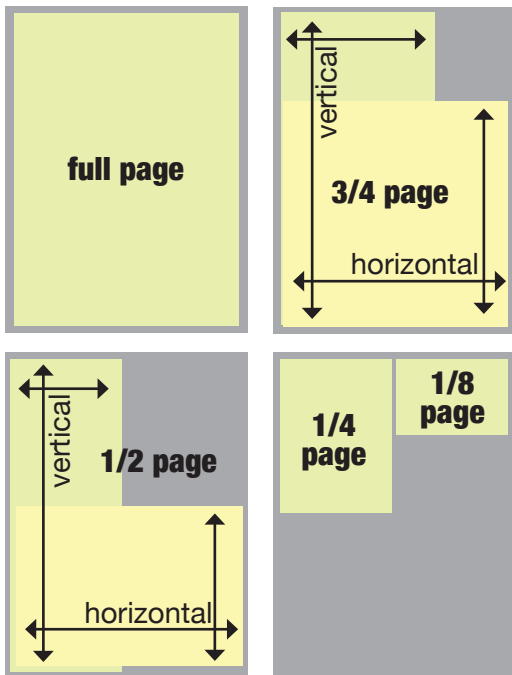
Summary of Fishing Regulations and Laws

Advertising

DISPLAY ADVERTISING

back page	8.65" x 11.125"	\$8,740
inside front	8.65" x 11.125"	\$8,360
inside back	8.65" x 11.125"	\$8,360
full page		\$7,600
w/o bleed	7.172" x 9.625"	
w/bleed	8.65" x 11.125"	
web: 2 banners & 2 footers		
3/4 page		\$6,120
horz	7.172" x 7.212"	
vert	5.337" x 9.6"	
web: 1 banner & 2 footers		
1/2 page		\$3,960
horz	7.172" x 4.747"	
vert	3.503" x 9.6"	
web: 1 banner & 1 footer		
1/4 page	3.503" x 4.747"	\$2,400
web: 1 triple & 1 single		
1/8 page	3.503" x 2.275"	\$1,620
web: 1 double		

All rates include full color.



DISPLAY RATES:

Rates are non-commissionable, terms are prepaid or net 30 days with established credit

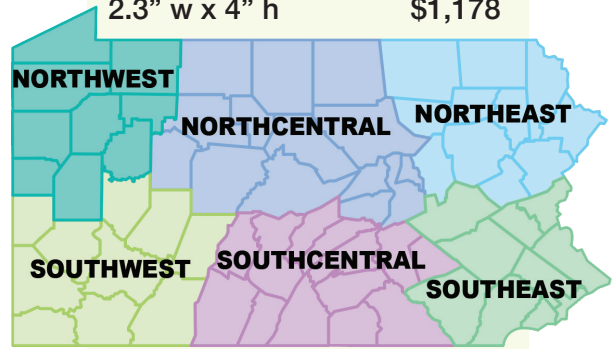
AD REQUIREMENTS:

Bleeds are available on all full page ads
 Accepted files: PDF (CMYK with embedded fonts),
 MultiAd Creator 8 or earlier, InDesign CS3 or earlier

REGIONAL DIRECTORY

Your advertisement grouped with other businesses located in your area.

2.3" w x 1" h	\$368
2.3" w x 2" h	\$662
2.3" w x 3" h	\$938
2.3" w x 4" h	\$1,178



WEB ADVERTISING

FREE web ad on fishinpa.com with the purchase of a display ad. Web advertising is only available to businesses placing a print advertisement

banner (top of page)	960 pixels wide x 144 pixels high
footer (bottom of page)	960 pixels wide x 144 pixels high
triple	160 pixels wide x 436 pixels high
double	160 pixels wide x 288 pixels high
single	160 pixels wide x 144 pixels high

DEADLINES

Ads requiring a proof: Friday, September 22
Camera-ready ads: Friday, September 29

*10% early bird discount for ads placed before May 31, 2017